

FIG. 1

# MULTI-SENSORY FIXED-FLUID ANALYSIS

|   | <u>Fixed</u> | <u>Fluid</u> |
|---|--------------|--------------|
| <b>Verbal Elements</b>                  |              |              |
| Names                                   |              |              |
| Brand name                              | —            | —            |
| Form Name                               | —            | —            |
| Version Names                           | —            | —            |
| Benefits                                |              |              |
| Strategic Brand Benefit                 | —            | —            |
| Variant Benefits                        | —            | —            |
| Other                                   | —            | —            |
| Any key identity phrases                | —            | —            |
| Brand story (legend & lore)             | —            | —            |
| <b>Visual elements</b>                  |              |              |
| Color Palette                           | —            | —            |
| Graphics/iconography                    | —            | —            |
| Key Imagery                             | —            | —            |
| <b>Audio elements</b>                   |              |              |
| Musical Identity                        | —            | —            |
| Voice quality                           | —            | —            |
| <b>Tactile elements</b>                 |              |              |
| Package shape                           | —            | —            |
| Package material                        | —            | —            |
| In-store display structures             | —            | —            |
| Product textures                        | —            | —            |
| <b>Experiential Elements</b>            |              |              |
| Product usage experience                | —            | —            |
| Product choice/versioning               | —            | —            |
| Web experience                          | —            | —            |
| In-store experience                     | —            | —            |
| In-store themes                         | —            | —            |
| Distribution points                     | —            | —            |
| <b>Physical Elements</b>                |              |              |
| Product category                        | —            | —            |
| Product technology                      | —            | —            |
| current                                 | —            | —            |
| future                                  | —            | —            |
| <b>Numerical Elements</b>               |              |              |
| Pricing                                 | —            | —            |
| Sizing                                  | —            | —            |
| <b>Interpersonal/Emotional Elements</b> |              |              |
| Primary target consumer                 | —            | —            |
| Secondary target consumer               | —            | —            |
| Product use social context              | —            | —            |

200

FIG. 2

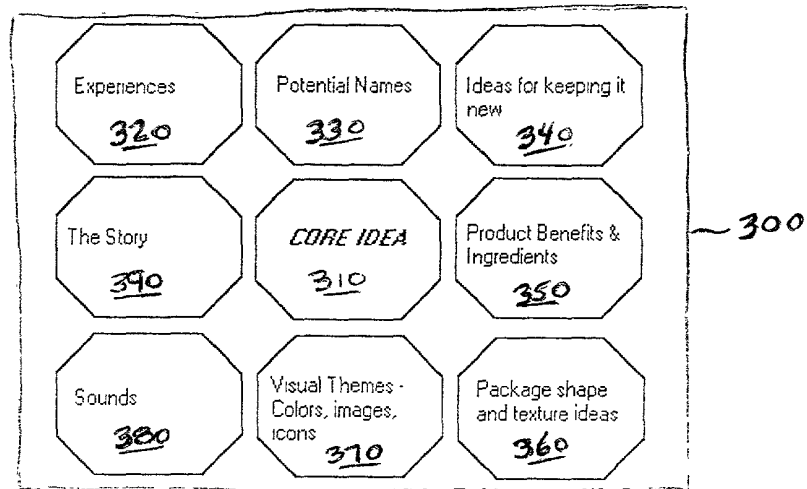


FIG. 3